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UNITED STATES DEPARTMENT OF AGRICULTURE
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EXAMPLES OF
EFFECTIVE COUNTY INFORMATION PROGRAMS FOR
NATIONAL 4-H CLUB WEEK
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Two summaries of county information activities, planned and carried out during National 4-H Club Week last year, have been selected from each of the four regions, and are copied here to provide suggestions that may be adapted in other localities.

OCEAN COUNTY, NEW JERSEY

Observance of National 4-H Club Week during 1954 was one of the strong points in our program. Here in Ocean County, we felt that a great deal could be accomplished in promoting the club program through highlighting the National Week on the county level. Undoubtedly, our efforts were very worthwhile.

In 1954, National Club Week was observed with the following events and activities: 4-H Window Display Contest, County-wide 4-H Rally, a 4-H program at the Toms River Kiwanis Club, and special publicity in the New Jersey Courier. Generally speaking, all of these events were included in our plans at the beginning of the club year. They received the support and guidance of our County 4-H Committee, which is a subcommittee of the Board of Agriculture. The individual activities are then planned and carried out by the 4-H organizations.

The 4-H Window Display Contest was an activity of the Leaders Association. This was the second year that the leaders had accepted the responsibility for this event. The President of the Leaders Association obtained the permanent sponsor, which insures funds for the expenses involved. All clubs were notified concerning the contest. Entry blanks were used and a deadline set for the entry blanks as well as the setting up of the window displays. At club meetings, slides were shown on the previous year's exhibits and suggestions made for new ideas. Each club organized a window display committee and made its own local arrangements and plans.

There were eleven window displays throughout the county. These were well distributed so that residents in all parts of the county were aware that National Club Week was being observed. Four of the displays received a rating of "Excellent", four "Very Good", and two "Good". The windows were judged by Florence Walker, Associate State 4-H Leader and Leonard Williams, Club Agent from Monmouth County. We were very pleased and the judges agreed that the general quality of the exhibits had improved over previous

years. The first prize, a bronze plaque, was presented to the Pleasant Plains Girls 4-H Club. This is a rotating plaque and must be won three times before it is a permanent possession of the club. A set of 4-H flags was presented to the second place club and a 4-H gavel was presented to the third place winner. All clubs received special window display rosettes.

The 4-H Rally was an event planned and carried out by the 4-H Club Council. This council is our group of older club members who assist with some of our county-wide activities. The Council appointed a general committee in January to make the necessary plans. This Committee planned a program of events and presented it for the approval of the Council body at the February meeting. Job assignments were also made at this meeting with all council members having some task to perform, such as ushering, decorating, refreshments, and so on.

Generally speaking, it is our policy to have the Chairman of the general Committee as Master of Ceremonies. The Rally was held on March 13 at the American Legion Hall, Toms River. Attendance totaled 250 club members, leaders, and parents. The program included group singing, council activities report, a talk on the International Farm Youth Exchange, showing of the New Jersey 4-H Camp film, a demonstration "Raising of Chicks", square dancing, and refreshments. Next to the exhibits at the County Fair, this one event brought more favorable comments to the county office than any other activity held during the entire year.

The idea for the special publicity program was actually supplied by the Editorial Office at Rutgers. Mats for National Club Week publicity were shown to the editor of the New Jersey Courier in Toms River. We were very pleased and surprised by the enthusiasm he showed. The mats which were in the form of special congratulations by specific advertisers were turned over to the advertising department of the newspaper. The ad man then completed all the work connected with this project. Special copy was provided by the county 4-H office. This consisted of reports on progress being made in the club program and articles about the special events and projects. The newspaper also made a special trip to secure pictures of 4-H members in action. All this work resulted in a separate eight-page section of congratulatory ads and special articles during National 4-H Club Week. Judging by the response and comments, it was well worth the time and effort. The newspaper was so pleased with the project that it immediately asked for the same opportunity for 1955.

Final club week activity was a 4-H program at the local Kiwanis Club. The members of the Agricultural Committee of this organization had been attempting for some time, to secure some definite support for the 4-H program. Since the Club Agent was a member of the service group, it was felt by the Committee that it would be better to bring in a 4-H speaker during National Club Week from outside the county. The State Leader was asked to accept this assignment. The result was a very fine slide-illustrated talk on 4-H activities and suggestions as to how the local service group could assist with the 4-H program. As a result, the Agricultural Committee received the support of the Kiwanis Club for the county 4-H "Chicken of

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Tomorrow" contest. A \$25.00 Government Savings Bond was presented to the winner of the contest and all of the contest birds were purchased by the Service Club and used for a special chicken barbecue. Surely there is no better time to bring the 4-H story to groups such as Service Clubs and others, than during National Club Week.

While thinking of 4-H Club Week activities, I am reminded of my experiences in Passaic County a few years ago. While looking there for some Club Week ideas we ran across a suggestion in the Club Week material from the Washington office for a fashion show in a department store. The Home Agent and I took the idea to one of the larger department stores in Patterson and the result of our efforts was a daily fashion show staged by 4-H club girls throughout National Club Week. A schedule of fashion shows by clubs was established. Winners were selected each day. These winners came back at the end of the week and the final winners were selected. Prizes were provided by the store. The show was held on the grand staircase and attracted many visitors. The department store publicized the event through its regular ads in the daily papers. Not only did this event result in publicity for the club program, but it helped to increase interest of the members in the clothing project.

These are just some of the things that we have done in promoting National 4-H Club Week. Each year we plan to include those that are successful, add a few new ideas, and try to come up with one or more entirely new events or activities. Whatever you do to promote National Club Week will certainly benefit your county program.

CORTLAND COUNTY, NEW YORK

Each year for at least the past 12 years, National 4-H Week has been actively celebrated in Cortland County. No doubt other counties have done as much or more at various times to celebrate the week, but our efforts have been consistent.

Our celebration is planned largely by two groups--the county 4-H executive committee and the county 4-H Council. Planning usually starts in January. We have always felt that the week is an opportune time to reach large numbers of people with at least a little of the 4-H story so that is largely the basis of our planning.

The agents first discuss the general plans for the celebration with the county 4-H executive committee, which is the governing body of our 4-H Department. With their mature thinking, a general plan is developed and approved by them.

Then, the proposals are discussed with the county council which is a county-wide organization of the more advanced 4-H'ers 14-21 years of age. (We agents use this group a great deal, especially as a sounding board for proposed 4-H

activities as well as for carrying a lot of responsibility in conducting them. We value the group's recommendations highly.) Frequently, most of the details and "leg" work are done by the council. Here are some of the phases of our celebration:

1. The phase of the celebration that is aimed at reaching the majority of our rural youth is the series of assemblies put on at our central schools. For a number of years, we held an assembly in each school but, last year, we started a plan of visiting each school every other year. (We may go back to visiting each school each year, however.) Last year, a program was held in our six largest schools with more than 3000 boys and girls in attendance. We did not make a concentrated effort during these programs to solicit membership, although each year we feel a few new clubs are formed and several new members join as a result of them. In past years, we have passed out enrollment cards to all pupils in the assembly hall but we felt that was being a little too "solicitous."

We've tried our best to vary our school programs-which, by the way, are conducted by council members. We've had quiz shows in which we have brought in 4-H work, talks by agents and council members, and movies and colored slides on county activities. School cooperation has been excellent and has meant much to the success of these school programs.

2. Window displays are another important part of our celebration. We believe this activity is vitally important. In fact, these displays have been a part of our celebration so long that nearly all clubs are now aware of them. Therefore, letters from the 4-H office are sent to all leaders only two to three weeks before National 4-H Week.

Every club is urged to put on a window display; however, the usual number of clubs cooperating runs between 10 and 15. A special effort is made to have at least one display in every village and in the city of Cortland, the county's only city. A 4-H poster is provided by the 4-H office; frequently too are other 4-H materials such as bulletins, ribbons, 4-H flags, gavels, etc. Clubs usually supply products of their 4-H projects to illustrate their activities and help tell the 4-H story.

3. Newspapers are another mass media for celebrating the week and are used extensively. Cortland county is served by a local daily paper and two from Syracuse, besides several weeklies. With this considerable amount of rivalry, each paper is eager to give good service. Whether or not rivalry has any bearing on the situation, cooperation between our 4-H department and all papers is excellent.

For several years, the 4-H agent has taken photos and helped prepare feature stories for each of the three daily papers that cover the majority of the county. Usually a family is selected that has not already had a lot of honor or recognition, yet is a typical example of how 4-H affects the whole family. These stories are usually used as Sunday features the first Sunday of National 4-H Week.

Besides feature stories, every effort is made to funnel all 4-H articles possible into the papers during that week. Also, commercial concerns that are especially friendly to 4-H are encouraged to use ads, the mats of which are prepared in Washington, congratulating local 4-H people. These ads are widely used.

It should be noted, too, that material is furnished the editor of our local daily from which each year he writes a splendid editorial on the county 4-H program.

4. Our Cortland Radio station, WKRT, is used extensively during National 4-H Week. Prior to 4-H Week, the agents usually furnish the radio station with 4-H statistics and human interest stories. These are used in their newscasts as spot announcements, and for special 4-H radio programs--at least one of which is broadcast during the week.

Of course, the station cooperation is excellent throughout the entire year but, during National 4-H Week, much additional attention is given to radio publicity.

5. Part of one Cortland county 4-H television show was also devoted to National 4-H Week last year and no doubt television will be used more in the future to publicize and dramatize 4-H. The viewing audience of our current television programs is estimated at over 60,000.
6. Many meetings of rural groups and 4-H Clubs are held. 4-H Clubs are urged to have parents' nights during the week to review accomplishments of the past year and to make plans for the future. 4-H also occupies the program for many Grange meetings and rural church groups either during the week or during the month. If unable to meet during National 4-H Week, clubs and rural groups usually have a special meeting sometime during March.

Annually since 1942, we've tried to develop several worthwhile activities to celebrate National 4-H Week, and keep them more or less constant from year to year, so that our leaders and members can know fairly well what to expect. We feel that this policy has greatly strengthened our 4-H program.

GUILFORD COUNTY, NORTH CAROLINA

Five chapel programs were held in the following schools: Alamance, Stokesdale, Jesse Wharton, Sumner, and Gibsonville. Many favorable comments have been made of these programs. Each program came from the suggested material on National 4-H Club Week sent from the State office. Two teachers said the programs at Stokesdale and Alamance were the best chapel programs that had been given all year. Approximately 830 boys, girls, and teachers saw these programs.

One special County Council meeting was held in connection with Brotherhood Week. Seventy-eight boys and girls attended this meeting, and five club members helped make arrangements for it.

P.T.A. programs were given at the Oak View, Union Hill, Pleasant Garden, Alamance, and Whitsett Schools. Over 250 parents and teachers attended these meetings and over 25 boys and girls helped present the programs.

Two committee meetings were planned by the agents to help club members formulate definite plans for these activities. Forty-eight club members attended the two meetings.

Four special news articles were carried in local newspapers. Four club members helped prepare these. There was one special edition on Sunday.

4-H posters were put on display all over the county, Greensboro, and High Point. Thirty-five club members helped post these.

Two county community stores had exhibits and four window displays were made in Greensboro as follows:

- Sears - Theme, "Working Together for World Understanding"
- Myers - Theme, "Who's Who in 4-H Club Work"
- Belks - Theme, "Project Work in General". This was display of actual project work and pictures of project work.
- Duke Power Company - Theme, "Farm and Home Electric Project."

Radio Programs:

High Point and Greensboro radio stations cooperated by letting us have eight programs.

Themes: Health Improvement Program
Community Leaders
What are Projects
4-H Club Work in Guilford County
4-H Clothing Program (twice)
What is National 4-H Club Week
Greetings from Shirley Waugh, State 4-H Council President.

WFMY: Thirty-seven members participated in the radio programs, and 38 found themselves highlighted on nine TV programs.

Themes: Work Simplification (bedmaking)
Spirit of 4-H Club Work - skit
F. & H. Electric project - demonstration
Nutrition, Milk and Its Value - panel discussion
Woman's College 4-H Club Work
My Entomology Experiences
The McLeansville 4-H Chorus (three selections)
Recreation (team did two folk dances)
Partnership in the home (mother-daughter program with flannel board.)

Four schools had special project displays. Sixteen hundred table posters were distributed in school cafeterias and two city cafeterias. These were sponsored by the county and caused more excitement than the usual activities. Three letters were received from out-of-town people commenting on them. (Many thanks to our county purchasing agent.)

Sears in Greensboro sponsored folded leaflets which were distributed in four Greensboro and two High Point stores. Three stores gave us permission to put these in each package that left the store. Five thousand of these were distributed out in the county and in city parking lots. Five hundred 4-H stickers were distributed on mail, school napkins, posters and badges.

A desk set of the 4-H and United States flags was purchased by the County Council for local club meetings' use.

Eight club girls made uniforms and wore them during National Club Week. One hundred eleven 4-H Club members subscribed to the National 4-H Club News magazine and 111 "4-H Member Lives Here" signs were put up.

A total of \$81.87 was donated by the 29 clubs to go for Health Improvement work, after a suggestion was made by Betty Boswell, 1953 county health queen, to collect for the Greensboro Cerebral Palsy school.

DENTON COUNTY, TEXAS

"Working Together for World Understanding" was the theme used by all 4-H Club members during National 4-H Club Week, March 6-14, last year.

4-H Club members throughout Denton County are very proud of the work they did to recognize their National Club Week and proud of the ways in which they were able to put their 4-H program of work before the people.

A committee appointed by the council chairman at the February 4-H county council made and developed plans for recognizing National 4-H Club Week. The girls and boys serving on this committee were Elizabeth Gillum, Sanger;

Nelda Chisam, Sanger; Millard Taft Smith, Josephine Hutcheson, Peggy Schluter and Mary Sue Duncan, all from Argyle; Judy Gibson, Denton; Marion Dean and Mary Ann Haisler, Blue Mound, and Dale Schluter, Krum.

The committee met with the Assistant Home Demonstration Agent and Assistant County Agents in their office to make their plans. Listed below are activities that the committee carried on during National 4-H Club Week:

1. A 15-minute radio program was broadcast daily from 12:45 p.m. to 1:00 p.m. on the local KDNT radio station during the seven days. Representatives from 14 Clubs were interviewed and gave skits on their 4-H Club work. A total of 35 4-H Club members took part in the program. Many people commented on how much they enjoyed these radio broadcasts.

2. The Denton Record Chronicle, local newspaper, featured 4-H work in the dairy section, using many stories and pictures of the county 4-H Club program and demonstrations.

3. Two very attractive exhibits were displayed in two store windows. In Russell's Department windows, two manikins were dressed in full 4-H girl and boy uniform. The 4-H Club motto and pledge banners were also used in the exhibit. Displayed in J. C. Penny's window was a pattern pinned to a piece of material, showing good small equipment used in sewing.

4. The 4-H Club flag flew from the flag pole on the lawn of the county court house during the week.

5. The Denton Chamber of Commerce made four large signs (four feet square), printed in large green letters "National 4-H Club Week, March 6-14". These large signs were placed on the four sides of the court house.

6. Seventy-nine subscriptions to National 4-H Club News, and 4-H Club members Gate Signs were ordered during the week.

7. Sixty-eight 4-H Club posters were ordered from the State 4-H Club office and were distributed to all clubs in the county to be put in the schools and communities.

Some of the clubs built exhibits around these posters in their communities to show work that they were doing.

The Agent believes that all of the various things done to recognize National 4-H Club Week improves the work in the county and increases interest in it.

DODGE COUNTY, NEBRASKA

The plans for Dodge County's participation in the 1954 National 4-H Club Week began when our County 4-H Committee met on January 13. Our plan was to set up exhibits in each town in the county, to have several radio broadcasts devoted to 4-H work, and to have our county-wide Rally Day during National 4-H Club Week.

A committee of four was appointed to arrange for the "Rally Day" program and the County Extension agents agreed to promote exhibits and make arrangements as well as handle the radio programs and newspaper publicity. The Rally Day committee could not arrange for its program until a week later, but this worked out very well.

National 4-H Club Week was announced through the newspapers and by radio, and 4-H groups were encouraged to reorganize before or during that period. The assistant agent and home agent spent considerable time checking the county superintendent's records, and in contacting leaders of several communities and some 4-H committeemen about prospective club members.

Ten new clubs were organized and 24 old clubs were reorganized by Rally Day. Two encouraging features to get clubs organized were that each organized club would receive a gift from the Fremont Rotary Club and they could participate in the Rally Day program. The gifts from Rotary were 4-H and American flag sets. Most groups like to participate to compete for a small amount of prize money and the two best numbers selected got to represent the county in the "Share the Fun Contests" and in the Fremont 4-H Fair "Talent Revue".

The radio programs were recorded by having two club groups come in to the county Extension office and each group record a fifteen-minute program handled as an interview by the Extension agents. A third program was recorded at Scribner when agents met a group of 4-H'ers after school. Some of the interviews were on 4-H activities. The dairy judging team, which had been the State champion team, discussed some of the judging score cards, how they had been trained in judging in their clubs, and then some of the contests in which they had participated.

The champion public speakers and the champion cherry pie baker told about these activities.

Extension agents had several news stories published on 4-H Club work and gave progress reports on organization. News reporters from each club, however, were responsible for getting the club organization news story to newspapers.

Two 4-H exhibits were set up in windows of business houses in Fremont. The exhibit in the Coast to Coast store window was arranged by the Extension office personnel featuring the gifts that Rotary had given to 4-H Clubs the past four years. These included the 4-H gavel, the banners giving the 4-H pledge and the 4-H motto, and the 4-H and American flag sets. Also medals

and trophies won by 4-H'ers last year, with a picture of each winner, were used. Some of the more colorful 4-H material on the popular projects was used to cover some of the vacant space around the picture, medals, and Rotary gifts.

The exhibit on display in the Green Room Cafe window featured a treasure check with articles of woodwork and rope in and around it, also some home-making and "Let's Cook" articles. Two clubs in the Fremont area arranged this display.

The publicity and activity stirred up 4-H club interest in several communities that did not have 4-H clubs before, and resulted in the largest number of members enrolled in the history of the county.

MASON COUNTY, ILLINOIS

The Federation council sponsors our 4-H Annual Window Decoration Contest. It is composed of representatives from every agriculture and home economics 4-H club in the county. All clubs are invited by the council to participate in the event.

First, a committee of Federation members and the adviser prepare a letter of information which is sent to each club leader. A postal card entry blank is enclosed. Each club mails back to the adviser the location of its 4-H window display.

Locations of these displays are given over the local branch of WSIV, Pekin radio station so all the public may know.

The adviser is asked to obtain an out-of-county judge. An extension worker, who is usually a participant in the 4-H program, is obtained from a neighboring county. He or she receives no pay. The two counties exchange "work days" during the year. For example, the County Home Advisor may be a judge for their "share-the-fun" county event to repay her day of window judging.

One of the county advisers serves as driver for the judge. The judge grades each window display with either an "A", "B", or "C" rating. A ribbon and written comments about the window display are presented to the store keeper to give the 4-H Club....or it is left in the window for the club to pick up later.

The Federation council also presents prizes of \$10, \$6, \$4, but not in cash. This amount is credited towards the district 4-H Camp fund (in our case, Western Illinois 4-H Camp, at Lake Jacksonville) in the name of the winning clubs. Usually two honorable mentions are also listed in the publicity about the contest.

The window display remains for public viewing the entire week. Judging is done about the middle of the week.

Regarding the theme; the Federation council in its motion to sponsor the window displays each year, just states that each club should explain the 4-H program to the public in the best way members know how. For this reason all phases of the program from camping through project work, have been shown in those displays. We feel that the clubs have acquainted their communities with their interests and certainly have called attention to the opportunities in 4-H work.

From this annual event began a fine, broad program of window displays all year around. Both the farm and home advisers' offices are located in a former store in the county seat of Mason county. This store building has four large store windows. In the winter of 1952, the advisers discussed with the County 4-H Federation Council officers, ways to get this window decorated. It was discussed by the entire council and the representatives voted to begin a new "contest".

The following set-up has worked very successfully since that time:

1. The agriculture and home economics clubs are listed in alphabetical order. As new clubs are organized, they are added at the end of the list.
2. Each club is responsible for the window display for a two weeks' period.
3. The window display is to be down, and the space cleaned out, by Saturday noon so that the next display can be arranged on Saturday afternoon.
4. Saturdays were selected so that members rather than leaders would do the work.
5. The theme of these displays may be anything that can best explain the 4-H program to the public.
6. The federation president notifies each club of its turn at doing the window display. This was later changed to sending a mimeographed copy twice a year to the clubs, giving the schedule and dates.
7. The federation president writes each club a note of comment and appreciation after its display is taken down.
8. No prizes of any kind are given.

Interestingly enough, that 4-H window has only been bare several days since 1952. A worthwhile display is in it at all times. The lighting system is set for night-time lighting from 7 to 10:30 every night of the year. Many persons are seen pulling their cars up to the edge of the sidewalk at night to look at the window display.

LATAH COUNTY, IDAHO

National 4-H Club Week in 1954 was observed by Latah County 4-H Club members primarily in a 4-H promotional and attention-attracting manner. Displays in prominently located store windows were placed in Potlatch, Kendrick, Troy, Moscow and Genesee, Idaho and Palouse, Washington. Five clubs in the Potlatch area placed displays in all of the show windows of a large general merchandise store in Potlatch. These show windows covered approximately two-thirds of a block. In addition to these window displays, we used newspaper articles and a newspaper cut pertaining to 4-H club activities, purposes, and scope. Club members invited their parents and friends to attend their club meetings during this week and helped explain their 4-H Club work to their guests. I showed colored slides of 4-H activities in the county to Grange and school organizations. The National 4-H Club Week posters were put up in almost every school in the county. The significance of a week to recognize 4-H Clubs was emphasized at all meetings during that week where Extension personnel had a major role. Some of the older club members appeared before civic and neighborhood groups and spoke to them about the aims, purposes and activities of 4-H Clubs.

Normally we attempt to hold the Latah County Leaders' recognition meeting during National 4-H Club Week, but due to adverse circumstances it was not possible to do so in 1954. However, we plan to resume this custom in 1955. Current plans for the 1955 National 4-H Club Week include showing 4-H slides and movies to civic, community and neighborhood groups; publishing stories of general 4-H activities, aims and purposes in weekly and daily papers; devoting at least one radio program to the occasion, holding the leaders' recognition luncheon, having window displays in store windows in the various towns throughout the county, having every club place a 4-H Week poster in a prominent and centralized location - such as schools, etc.; and encouraging individual clubs to hold special open meetings for relatives and guests so that these guests will become better acquainted with the 4-H Club program.

TULARE COUNTY, CALIFORNIA

The observance of National 4-H Club Week in Tulare County is somewhat complicated because Tulare is a large county and has four towns with populations of 7,000; 10,000; 12,000; and 13,000 people, respectively, plus three others with populations of around 5,000. Each of the four larger towns has a radio station with reception limited pretty much to that part of the county. Besides, we have one television station in the county and two large radio stations and two television stations in Fresno, adjoining Tulare, which have a wide listening and viewing audience in the county. This scattering of our publicity outlets has made it necessary to decentralize the observances of National 4-H Club Week. However, it has advantages since it does give us more ways of reaching people.

We usually start our plans in January and urge each of the 4-H Clubs to make their own plan for observing National 4-H Week. We provide them with suggestions on what they can do. Most of the clubs do something. Their plans include project tours which highlight the project work, "Go To Church" Sundays which tend to bring out the spiritual side of 4-H Club work, window displays, news stories of their local 4-H Club achievements, assemblies in their local schools featuring 4-H Club work and special meetings during the week honoring parents or former 4-H members in the community.

Our four sectional Hi- 4-H Clubs in the county usually plan a window display in their towns and a radio program over their local stations. These plans are worked out in cooperation with the leader of their Hi- 4-H group, with whatever assistance our office can provide. We have helped make arrangements for radio time and supplied materials for window displays, most of which came from our State office.

On a county-wide basis, we had our annual Sponsors' Dinner on the first Tuesday of March which came immediately preceding National 4-H Club Week. This event is one at which the 4-H Clubs honor the sponsors and donors of 4-H Club work in the county. Our State 4-H Program Director, Rudy Monosmith, was the speaker. We named one of our long-time business supporters to an honorary 4-H Membership. The affair was attended by 350.

We contacted the newspapers a couple of weeks before the 4-H Week started and asked for their cooperation. Then we sent them copies of a Fact Sheet on 4-H Club work supplied by our State office. This information was incorporated into editorials by the newspapers. Some of the information from these Fact Sheets was combined with our local information into a series of stories on different phases of 4-H Club work for release during the week. The State office sent us a copy of the President's message which made one of the stories.

It also sent us some mats which one of the papers used in a full-page display ad saluting 4-H Club work, subscribed to by local business firms. In our news releases we included some spot announcements for radio stations to use.

Our State office has supplied us with posters which were extremely helpful in window displays. We made wide use of the posters from the Coats and Clark Company by supplying them to the 4-H Clubs to put up in their window displays or on bulletin boards at schools and other public places.

We had a TV program which was a thirty-minute panel one evening during National 4-H Club Week. We had our State Program Director of 4-H Club work, some outstanding leaders, 4-H Club members and an Extension Agent representing the surrounding counties. Our topic of discussion was the scope of 4-H Club work. We gave this panel wide publicity and have had many comments about it, so we know a lot of people watched it.

It takes some long-range, careful planning to make the most of National 4-H Club Week, but by getting the 4-H Clubs to do their part combined with the efforts of the Hi- 4-H Clubs and our own office, we find that we can get a lot of cooperation from the various agencies such as the newspapers, radio and TV stations, churches and local stores, so that every person in the county has seen or heard something of 4-H Club work during that week.

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